

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS, 10 SPRUCE ST., NEW YORK.

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VOL. III.

NEW YORK, JULY 16, 1890.

No. 3.

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## Everybody says

that advertising business has been dull during the six months ending June 30th, 1890, and observation inclines us to believe that "everybody" is correct in this opinion.

## Notwithstanding

this, our business for the last six months has been larger than for any six months since we began business, and this too without any particularly large orders to swell the amount.



## There's food

for thought in this condition of things. The *reason* for it is of interest to advertisers as well as ourselves.

N. W. AYER & SON,

NEWSPAPER ADVERTISING AGENTS,

Times Building.

PHILADELPHIA.

# THE BUYING CAPACITY . . .

Of a periodical's subscribers should be considered as carefully as the NUMBER of copies printed and circulated, but when you can combine in one medium the largest buying capacity with the largest circulation, isn't that medium of unusual value to you?

## *The Ladies' Home Journal*

Is of the highest grade in every particular as an advertising medium. It reaches the highest grade of society, is filled by the highest grade of writers, illustrated by the highest grade of artists, and inserts only a high grade of advertisements.

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## WHAT IS BEST IS CHEAPEST

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CURTIS PUBLISHING COMPANY, PHILADELPHIA, PA.

Send for illustrated pamphlet showing establishment, etc.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, MARCH 27, 1890.

Vol. III.

NEW YORK, JULY 16, 1890.

No. 3.

## ADVERTISING FOR DRY- GOODS HOUSES.

The question of largest importance to the great retail houses of the country to-day is the question of advertising. Without doubt every one of them recognizes the absolute need of it, and, in a way, the supreme importance of it; and yet only here and there is a case known where the method is intelligently determined and the wisdom and courage exist to persistently follow it out to the highest possible success.

The fault is not altogether with the merchants. The writers of advertisements, as a class, are even more conceited than the editors of newspapers. It is about as dangerous to point out a possible improvement in method to the one as it is to suggest a possible good line of action to the other; and in either case the daring one is apt to be met with the stony stare and amazed look that tells you plainer than words, that the writer, or editor, looks upon you as a presumptuous fool for harboring the thought that any one could add one jot or one tittle to the sum of knowledge and wisdom that he, by virtue of his office, possesses. Too often the advertising writer expects the whole establishment to be under contribution of flattery to him. Too often he expects the proprietors to abdicate their rights, and to place in his hands, practically, the control of their varied interests, altogether forgetful of the fact that he may never have had the slightest practical experience in business affairs.

It is altogether too apt to be true that the writer of advertisements, instead of being a positive and gracious helper within the store organization, is a source of annoyance and discord because of his unwarrantable assumptions of superiority, and his too often contemptuous refusal to counsel and act in accord with the views of the heads

of departments regarding that which is best to bring to the attention of the public. That there are splendid exceptions to this rule must be true, else we should not so often hear, through PRINTERS' INK, of those truly great "masters" of the advertising art who command such princely salaries for the exercise of what ought to be the most pleasing of all work that falls to the journalist's lot.

With a limited experience, in a store selling only a million dollars annually of legitimate dry goods, my views may not be of importance to the great advertising writers of the land; but at the kind request of the editor of PRINTERS' INK I will state them, with the hope that the "masters" of the art effective may be led to give all other writers the benefit of their experience in this now absorbing direction. First of all as to the writer. It is of importance that he should be of the happy, hopeful order of beings; he should look upon the world, men, women and fabrics with eyes that can see all that is good and beautiful in them, and he should have such graceful facility of expression that he can compel the reader to see them even as he sees them, or to so tell the story that the reader is consumed with a desire that will not be satisfied until the store is visited and the goods seen.

Admitting that the writer possesses all the qualities necessary to bright, cheery conversation between the store and the public, then comes the important consideration that to the writer is given the power to place his house on a higher or lower round in the ladder of character, and to determine for all time just where the house shall stand in the estimation of the people. It requires more than the mere skill of the writer to accomplish the higher results in this direction. Almost any writer can quickly place it on the lower—he can do more, for in an incredibly short time he can, by flippant asser-

tion, rob a good house of a fair name and place it in that category of cheap general stores which are simply nothing, and could not exist for a year if they were not in a feverish condition from January to December because of their efforts, honorable or otherwise, to sell something or other a cent or two less than their neighbors when both hold the same goods in common.

It is not enough that the writer be skillful, and that he have the necessary facility of expression to tell the whole story in few words and in the brightest of ways; but he must also be a careful, thoughtful man—one who can look far ahead and see to what his words tend, and to make sure that some good point is made in the least aggressive way that will forever and a day remain in the minds of the people and become a part of the reputation of the house to whom he gives his best efforts.

If PRINTERS' INK had not called for some words as to the work of the writer of this article and his methods, this part of the subject would of a surety be omitted. As it is, do not charge me with the slightest approach to egotism in the few sentences that shall describe the work I have attempted as writer of advertisements. It is essential that I should declare that the dry-goods house with whom I have been connected for over three years as writer stands pre-eminent in New England for all that is honorable in the dry-goods world. The work I had to do for them was in strict harmony with my own tastes, and from the start they had that confidence which allowed me to write as I pleased on whatever subject I pleased; and they were quite content to get their first knowledge of what was deemed best to talk about when they opened their papers in the morning and read while they sipped their coffee.

This style of writing to which the name of "Wanamaker" is affixed, is the latest and highest development of the advertiser's art, and I believe that it has within it the greatest possibilities of effective work. The choice of "Pica Old Style" as the type to use ought to entitle the chooser to the thanks of writer and reader alike. So far as my experience goes, I believe in the generous use of space for other than the mere cataloguing of goods and prices; a pleasant paragraph or two, or quarter column, nay, half or three

quarters of a column is often the best possible advertisement; for it prepares the mind for the two or three facts of great importance that you wish to impress upon the readers.

In my own experience I have known a column, more than two-thirds of which had no possible reference to goods and prices, but that led up to the quick, sharp and incisive presentation of three good bargains told in the last third, to literally pack the store the Monday following the Sunday it appeared in print. And it is a tradition in our store, that the most valuable and effective column written for them, was one in which neither goods nor prices were named, nor even hinted at. My experience teaches the value of advertising only a few things at the same writing, using all the space necessary for the honest explanation of the good points in goods and prices.

The word "cheap" is never used and cannot be found in the fifteen hundred columns I have written for this house, for the simple reason that it is the fake word of common houses who use it, in and out of season, and whether it has any relation to the truth or not. The word "peace" is one of the most beautiful words in the English language, but between 1861 and 1865 no patriot used it because it was most detestable. So it is with the word "cheap"; it has been incorporated into the life of the uncertain dealers to such an extent that honest men don't care to touch it.

It has been thought wise, on occasions of public interest, to devote a part or the whole of the advertising space for the one day to the pleasantest words that could be spoken on the matter at the time in everybody's mind. Memorial Day, Thanksgiving Day, Fourth of July, Christmas Day, each have been recognized with a column devoted exclusively to it, for it is well to show the people that a great store has time and heart for something outside the buying and selling of goods.

If I have made myself at all clear thus far, I will now come to what I think is the most important work of all devolving upon the writer of advertisements. No man comes in so close contact with the life of the store as he. No man can do more to raise or lower the standard of store-work than he. No one can allay more storms or create more tempests than can he; and no one can inspire heads of departments to great efforts so well as this man who

comes in friendly contact with them day after day.

The writer of advertisements should be a born diplomat; it should be his work to get from the head of every department his best and truest thought concerning the goods he has for the public, and then to tell this very story in attractive form to the thousands of readers within his reach. The writer of advertisements should be an inspiration to every chief of section—the anchor to which he should hold, sure that if any purchase hang heavy on his hands, the writer will come to his rescue, and with a few days' trenchant work help him out of his difficulty.

The writer of advertisements must be free from unnecessary work and care, that he may sit down to his writing, free as the birds, and to sing his song as cheerfully as they. And when all this is done, if he can put his cheerful spirit into the words he writes, if he can compel thousands to read his words day after day, if he wins their faith and trust so that they may come at his call, sure of finding all things "just as it is writ," then may he be called chief among the few who have achieved mention in this newest of the professions.

Find for us that man; and if to the other good qualities he adds that last and sublime one of taking the hand of the department chief, after a successful run, and saying, "We did it," then invite us all to meet him at the Fifth Avenue Hotel, where we will gladly acknowledge him "Master of the Art Effective," and crown him first president of the new college that will have all bright spirits for pupils, and every store in the land an opportunity for labor.

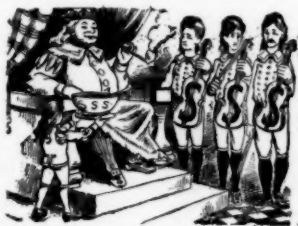
GEORGE R. KENNEDY.

EXTRA-VAGANT advertising is permissible under certain restrictions, the first one being the avoidance of false pretense. As soon as an advertisement embodies a false pretense, the utterer becomes a swindler before mankind and before the law, for it is presumed that he has a motive, and a bad one at that, when he endeavors to ensnare his readers by means of a false pretense — *Musical Courier*.

As the circulation of a paper denotes its vitality and popularity, so does the advertising page tell of its prosperity. The advertiser is the first to appreciate journalistic success. — *Paris Edition Herald*.

## A NEW READING OF AN OLD RHYME.

Readers of PRINTERS' INK, who noted the letters from prominent advertisers printed in a recent issue, will be interested to observe how the following advertisement exemplifies the views set forth by Secretary J. W. Rankin, of the Swift Specific Company, in response to the question of what, in his opinion, constituted a successful newspaper announcement:



### LD KING COLE

Was a merry old soul,  
A merry old soul was he;  
He called for his bowl,  
He called for his pipe,  
He called for his S's three.

This old king was a jolly man, because he was healthy. He was healthy because he kept his blood pure. In these days it is easy not only for kings, but for the humblest subjects to keep their blood in good condition by the use of S. S. S.

This is really a section of an advertisement, for in its original form the above was followed by further particulars and testimonials as to the efficacy of the medicine. Still it is decidedly out of the ordinary run, and fully coincides with Mr. Rankin's ideas of the essential factors of a good advertisement: "Strong, without exaggeration; not too long, and in this fast age it is improved by some pointed illustration."

DISADVANTAGEOUS newspaper fields are Galveston and Key West, where water wastes are on every side; Milwaukee, where Lake Michigan cuts off one-half the field, and Chicago papers well-nigh ruin the remainder; Washington, where almost everybody has interests other than local; Wilmington, where three uncomfortably near State boundaries are scarcely less deadly in their effect than the deluge of Philadelphia penny papers. — *E. M. Camp*.

## Correspondence.

## AT A RIGHT TIME.

CHICAGO, June 27, 1890.

Editor of PRINTERS' INK:

The United States Bank Examiner yesterday closed the Park National Bank, located at the northwest corner of Washington and Dearborn streets, this city. Messrs. Snow & Dickinson are real estate dealers doing business in the high basement under the bank's offices. In a short time after the closing of the bank, the real-estate men had a large, 10x20-foot sign up, covering the front of their office, reading:

INVEST YOUR MONEY IN REAL ESTATE.

The crowds that assembled at news of the bank's failure will evidently invest their money otherwise than in bank stock hereafter.

CHAS. H. GARD.

## THE BEAUTIES OF PAMPHLET ADVERTISING.

OFFICE OF THE REVEILLE, }  
LINN CREEK, MO., June 10, 1890. }

Editor of PRINTERS' INK:

Referring to an item on page 824 of May PRINTERS' INK, will say that we have known of three cases where a single advertiser has mailed 300 or more pamphlets to this office which were never distributed; only a portion being handed out at random, without regard to addresses.

J. W. VINCENT, Publisher.

## MR. J. WALTER THOMPSON IMPARTS INFORMATION.

THE LADIES' WORLD, }  
NEW YORK, June 19, 1890. }

Editor of PRINTERS' INK:

In a circular just sent out, J. Walter Thompson, over his own signature, makes the statement that "women constitute 85 per cent. of buyers of household articles." Thinking that it may be of interest to advertisers, I take the liberty of sending it in the shape of an item.

HORACE DUMARS.

Advertise always, never twice alike.

To print the same thing twice is confession that you don't expect to be read. The editor does not print editorials twice.—J. E. Powers.

## SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 25c. a line.

YOUTH'S LEADER.

DETROIT JOURNAL.

N. Y. Argosy, 114,000 w.

FARMERS' CALL, Quincy, Ill.

THE CHICAGO EVENING POST.

THE WEATHERFORD (TEXAS) CONSTITUTION.

THE ARGONAUT goes into all the well-to-do families of the Pacific Coast.

THE MORNING NEWS, New Haven.—The largest morning circ'n in Connecticut.

EVERYBODY IN KINGSTON, Ont., reads THE NEWS. April average, 2,000 daily.

DAILY & WEEKLY, EVANSVILLE DEMOCRAT, largest circ'n in Southern Indiana.

THE HOME CIRCLE, St. Louis, Mo. Monthly; 75,000 circ'n. Rate, 50 cents per line.

THE ARGONAUT is the only High-Class Political and Literary Weekly published on the Pacific Coast.

THE TELEGRAPH, Dubuque, Iowa.—Leading advertising medium in Northwest. Daily, \$4.00 per year by mail.

THE ARGONAUT has a larger circulation than any paper on the Pacific Coast except three San Francisco dailies.

ADVERTISE in the Dubuque (Iowa) Daily and Weekly TELEGRAPH. Send for Sample Copies and Premium List.

THE PITTSBURG DISPATCH, vide Geo. P. Rowell & Co., circulates between 50,000 and 75,000 copies each Sunday issue.

SAN FRANCISCO CALL, the best morning newspaper in California. Unequaled in circulation, character and influence.

SAN FRANCISCO BULLETIN—estab. 1855—is the leading evening newspaper of California in circulation and influence. Try it.

SALT LAKE TRIBUNE, according to the American Newspaper Directory for 1890, has the largest circulation of any daily paper in Utah.

LARGEST DAILY in Iowa.—The TELEGRAPH, Dubuque. Best advertising medium in Northwest. Daily circulation, 5,500; Weekly, 9,500.

THOUSANDS of single-stamped copies of THE ARGONAUT pass through the San Francisco post-office every week, remailed by subscribers.

PAPER DEALERS—M. Plummer & Co., of 161 William St., New York, will fill any order for paper—from half a quire to thousand-ton lots.

THE HERALD, published at Halifax, Nova Scotia, is one of a "PREFERRED LIST" of newspapers recommended to advertisers by Geo. P. Rowell & Co.

THE DENVER REPUBLICAN, according to the American Newspaper Directory for 1890, has the largest circulation of any newspaper in Colorado.

SCIENCE, published at New York, N. Y., is one of a select list of journals recommended to advertisers by Geo. P. Rowell & Co., as a desirable medium.

DALLAS NEWS and GALVESTON NEWS, according to the American Newspaper Directory for 1890, have the largest circulation of any daily papers in Texas.

9.999 BANKERS, Merchants and Capitalists of N. E. reached each week by an advt. in THE BANKER AND TRADESMAN, Boston. Send for rates.

THE LORD & THOMAS Religious Newspaper Combination is the medium for advertisers to reach the best buyers of the West. Lowest rate by all advertising agencies.

PEORIA JOURNAL, according to the American Newspaper Directory for 1890, has the largest circulation of any daily paper in Illinois, outside of the City of Chicago.

ADVERTISEMENTS received for leading American newspapers. Files kept three months for examination by advertisers. Address GEO. P. ROWELL & CO., New York.

**ELECTROTYPES.**—A large stock of electrotypes of engravings—embracing all subjects—at nominal prices. THE PRESS ENGRAVING CO., 88 and 90 Centre St., N. Y.

**THE TRIBUNE**, published at Medina, N. Y., is one of a "PREFERRED LIST" of newspapers recommended to advertisers by Geo. P. Rowell & Co. as a desirable medium.

**THE POST**, published at Watertown, N. Y., is one of a "PREFERRED LIST" of newspapers recommended to advertisers by Geo. P. Rowell & Co. as a desirable medium.

**THE GAZETTE**, published at New Milford, Conn., is one of a "PREFERRED LIST" of newspapers recommended to advertisers by Geo. P. Rowell & Co. as a desirable medium.

**SEND 2c. stamp for a copy of THE DAILY UNION.** Only evening paper of New Jersey's largest and most popular health and pleasure resort, Atlantic City. Circulation, 1,000 daily.

**THE PIONEER**, published at Houlton, Me., is one of a "PREFERRED LIST" of newspapers recommended to advertisers by Geo. P. Rowell & Co. as a desirable medium. Established 1857.

**NATIONAL TRIBUNE** is the only paper published at Washington, D. C., to which the American Newspaper Directory for 1890 accords a regular circulation exceeding 100,000 copies each issue.

**THE SPORTING NEWS**, St. Louis, gives to each subscriber sending in \$2, a magnificent photograph of the Chicago Brotherhood Club; size, 16 x 22. Circulation over 56,000 copies each issue.

**OMAHA BEE**, according to the American Newspaper Directory for 1890, has the largest daily, the largest Sunday, and the largest weekly issue possessed by any Nebraska newspaper.

**THE MEDICAL BRIEF**, published at St. Louis, Mo., is one of a select list of medical journals recommended to advertisers by Geo. P. Rowell & Co. as a desirable medium in its particular field.

**MORNING CALL**, San Francisco, Cal., is one of the 45 publications in America that, according to a list published by Geo. P. Rowell & Co., circulate between \$7,500 and 50,000 copies each issue.

**THE AMERICAN ANALYST**, of New York, is one of the 100 publications in America that, according to a list published by Geo. P. Rowell & Co., circulate over 25,000 copies each issue. It goes to families.

**THE AVE MARIA**, published at Notre Dame, Ind., is one of a select list of religious journals recommended to advertisers by Geo. P. Rowell & Co. as a desirable medium in its particular field.

**JACKSONVILLE TIMES UNION**, according to the American Newspaper Directory for 1890, is the only paper in Florida which prints regularly more than five thousand copies each and every issue.

**MEDICAL BRIEF**, a monthly, published at St. Louis, has, according to the American Newspaper Directory for 1890, a larger circulation than any other medical periodical printed in the United States.

**INDIANA FARMER**, published at Indianapolis, has, according to the American Newspaper Directory for 1890, a larger circulation than any other agricultural weekly issued in the State of Indiana.

**FASHION AND FANCY**, published at St. Louis, Mo., is one of a select list of household fashion journals recommended to advertisers by Geo. P. Rowell & Co. as a desirable medium in its particular field.

**THE EVENING NEWS**, Detroit, Mich., is one of the 10 daily publications in America that, according to a list published by Geo. P. Rowell & Co., circulate between \$7,500 and 50,000 copies each issue.

**THE MEDICAL BRIEF**, published at ST. LOUIS, Mo., is one of the 100 publications in America that, according to a list published by Geo. P. Rowell & Co., circulate between 25,000 and 37,500 copies each issue.

**FARM, STOCK AND HOME**, published at Minneapolis, Minn., is one of a select list of agricultural journals recommended to advertisers by Geo. P. Rowell & Co., as a desirable medium in its particular field.

**WEST SHORE**, Portland, is the only paper in Oregon that is rated by the American Newspaper Directory for 1890 as having a circulation of more than 25,000 copies each issue. It is beautifully illustrated.

**THE CENTURY MAGAZINE**, New York, is one of the 27 periodicals to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 150,000 copies each issue.

**GROCERIES.**—Of all the publications devoted to the Grocery trade, according to the American Newspaper Directory for 1890, the largest circulation is possessed by the NATIONAL GROCER, weekly, N. Y. City.

**THE VOICE**, published in New York City, is one of the 28 publications in the United States that, according to a list published by Geo. P. Rowell & Co., circulate between 100,000 and 150,000 copies each issue.

**LIPPINCOTT'S MAGAZINE**, Philadelphia, Pa., is one of the 55 periodicals to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 100,000 copies each issue.

**THE GUARDIAN ANGEL**, published in Philadelphia, is one of the 100 publications in America that, according to a list published by Geo. P. Rowell & Co., circulate between 25,000 and 37,500 copies each issue.

**MORNING JOURNAL**, published in New York City, is one of the 28 publications in the United States that, according to a list published by Geo. P. Rowell & Co., circulate between 100,000 and 150,000 copies each issue.

**POSTEN**, a Norwegian Weekly, published at Decorah, is credited by the American Newspaper Directory for 1890 with having as large a circulation as any newspaper in Iowa. Actual sworn circulation over 28,000.

**THE PHARMACEUTICAL ERA**, published at Detroit, Mich., is one of a select list of pharmaceutical journals recommended by Geo. P. Rowell & Co. The ERA has the largest circulation of any journal to the drug trade.

The price of the American Newspaper Directory is Five Dollars, and the purchase of the book carries with it a paid subscription to PRINTERS' INK for one year. Address: GEO. P. ROWELL & CO., Publishers, No. 10 Spruce St., New York.

**THE SATURDAY GLOBE**, a weekly newspaper, published at Utica, N. Y., is one of the 27 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 150,000 copies each issue.

**WHENEVER** an advertiser does business with our Advertising Agency to the amount of \$10, he will be allowed a discount sufficient to pay for a year's subscription to PRINTERS' INK. Address: GEO. P. ROWELL & CO., Newspaper Advertising Agents, No. 10 Spruce St., New York.

**SOUTHERN CHRISTIAN ADVOCATE**, published at Columbia, has, according to the American Newspaper Directory for 1890, a larger circulation than any other religious periodical issued in the State of South Carolina. For sample copies and rates, address CHARLES A. CALVO, Jr., Columbia, S. C.

**THE KANSAS FARMER**, published at Topeka, has the largest circulation of any Kansas newspaper according to the American Newspaper Directory for 1900. Ask for sample.

**WHENEVER** an advertiser does business with our Advertising Agency to the amount of \$50, he will be presented with a complimentary copy of the American Newspaper Directory, a book of 1,450 pages, price \$5. G. P. ROWELL & CO., Newspaper Advertising Agents, 10 Spruce St., New York.

**TEXAS FARM AND RANCH**, a semi-monthly published at Dallas, has, according to the American Newspaper Directory for 1900, by far the largest circulation of any agricultural periodical printed in the State of Texas. Eastern Office—22 Times Building, New York. J. C. BUSH, Manager.

**THE ARGOSY**, New York, a high grade, illustrated family weekly (32 pages), is one of 35 publications that, according to a list published by Geo. P. Rowell & Co., circulate between 75,000 and 100,000 copies each issue. The average is 114,000. Advertising, 60 cents per line, with discounts for amounts.

**McKEESPORT, PA.**—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE NEWS**, Daily, is named for McKeesport.

**SCRANTON TRUTH.**—Geo. P. Rowell & Co. publish a list of the best, most widely circulated and influential newspapers issued at important business centers throughout the country;—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE TRUTH**, Daily, is named for Scranton, Pa.

**CANANDAIGUA, N. Y.**—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE TIMES**, Weekly, is named for Canandaigua.

**ALTON, Illinois.**—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE TELEGRAPH**, Daily and Weekly, is named for Alton.

**PEKIN, ILLINOIS.**—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE TIMES**, Daily and Weekly, is named for Pekin.

**ALBANY (N. Y.) DAILY PRESS & KNICKERBOCKER** is one of the papers specially recommended in Geo. P. Rowell & Co.'s list of representative newspapers. The Daily and Sunday **PRESS** are recognized as the most popular family newspapers published at the Capital of the Empire State, being independent, newsworthy and reliable.

**GALENA, ILLINOIS.**—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE GAZETTE**, Daily and Weekly, is named for Galena.

**NORFOLK VIRGINIA.**—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE VIRGINIAN**, Daily and Weekly, is named for Norfolk.

**THE WEEKLY EDITION OF THE MEMPHIS (Tenn.) AVALANCHE** is one of the 100 publications in America that, according to a list published by Geo. P. Rowell & Co., circulate between 25,000 and 37,500 copies each issue.

**DAYTON, Ohio.**—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE HERALD**, Daily and Weekly, is named for Dayton, Ohio.

**KNOXVILLE, TENN.**—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE JOURNAL**, Daily and Weekly, is named for Knoxville.

**SPRINGFIELD, MISSOURI.**—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE LEADER**, Daily and Weekly, is named for Springfield.

**NORWICH, CONNECTICUT.**—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE BULLETIN**, Daily and Weekly, is named for Norwich.

**GALESBURG, ILL.**—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE REPUBLICAN-REGISTER**, Daily and Weekly, is named for Galesburg.

**GLOBE, St. John, N. B.**—Geo. P. Rowell & Co. publish a list of the representative daily newspapers issued in cities having a population of more than 30,000;—*the newspapers in each place which can be specially recommended to advertisers as coming up to the requisite standard of character and circulation.* **THE GLOBE**, of St. John, is included in this list.

**ADVERTISING IN GERMAN NEWSPAPERS** throughout the United States and Canada carefully executed, at favorable prices, and with every advantage as to position, display, changes, etc., by GEO. P. ROWELL & CO., 10 Spruce St., New York City. A complete list of all German newspapers, with circulation of each, in pamphlet form, sent on receipt of 10 cents.

**JOURNAL, Kansas City, Mo.**—Geo. P. Rowell & Co. publish a list of the representative daily newspapers issued in cities having a population of more than 30,000;—*the newspapers in each place which can be specially recommended to advertisers as coming up to the requisite standard of character and circulation.* **THE JOURNAL**, of Kansas City, Mo., is included in this list.

**HERALD, SPRINGFIELD, MO.**—Geo. P. Rowell & Co. publish a list of the representative daily newspapers issued in cities having a population of more than 30,000;—*the newspapers in each place which can be specially recommended to advertisers as coming up to the requisite standard of character and circulation.* **THE HERALD**, of Springfield, Mo., is included in this list.

**EVENING DISPATCH, Columbus, Ohio.**—Geo. P. Rowell & Co. publish a list of the representative daily newspapers issued in cities having a population of more than 30,000;—*the newspapers in each place which can be specially recommended to advertisers as coming up to the requisite standard of character and circulation.* **THE DISPATCH**, of Columbus, Ohio, is included in this list.



**CIRCULATION 1,500,000.** There were printed and circulated for 1890 the above number of **GRIER'S ALMANAC**. An Almanac calculated for the Gulf States. Space is already being spoken for 1891. Only 14 pages. **J. W. BURKE & CO.,** Macon, Ga.

**PICAYUNE,** New Orleans, La.—Geo. P. Rowell & Co. publish a list of the representative daily newspapers issued in cities having a population of more than 20,000;—the newspapers in each place which can be specially recommended to advertisers as coming up to the requisite standard of character and circulation. **THE PICAYUNE,** of New Orleans, La., is included in this list.

**GAZETTE AND BULLETIN,** Williamsport, Pa.—Geo. P. Rowell & Co. publish a list of the representative daily newspapers issued in cities having a population of more than 20,000;—the newspapers in each place which can be specially recommended to advertisers as coming up to the requisite standard of character and circulation. **THE GAZETTE,** Williamsport, is included in this list.

**LEWISTON JOURNAL**—Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Maine the paper named on this list is the **LEWISTON JOURNAL**.

**SIOUX FALLS,** South Dakota, is known the country over for its almost phenomenal growth and activity. Among the factors which have helped to keep this city at the front is the **SIOUX FALLS DAILY PRESS**, which has the distinction of being the leading daily paper of the new State, and is said to be the best all-around daily paper published anywhere in a city the size of Sioux Falls.

**HARTFORD TIMES**—Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Connecticut the paper named on this list is the **HARTFORD TIMES**.

ONE of the most successful advertisers we ever had always ordered his advertisements in this way: "Get the best service you can for me for \$5,000." He left every detail to us. There is no more expensive luxury for an advertiser to indulge in than to let his agent's hands by getting him to tell in advance exactly what he will do. **GEO. P. ROWELL & CO.,** 10 Spruce St., New York.

**JOURNAL AND COURIER,** New Haven, Ct.—Geo. P. Rowell & Co. publish a list of the representative daily newspapers issued in cities having a population of more than 20,000;—the newspapers in each place which can be specially recommended to advertisers as coming up to the requisite standard of character and circulation. **THE JOURNAL AND COURIER,** of New Haven, is included in this list.

**THE INDIANAPOLIS NEWS**—Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Indiana the paper named on this list is **THE INDIANAPOLIS NEWS**.

**BOTH THE PHILADELPHIA EVENING ITEM AND THE SUNDAY ITEM** are counted among the 27 newspapers to which the new edition of the American Newspaper Directory for 1890 accords a regular circulation of more than 150,000 copies each issue. The **ITEM** is the only daily south of New York that is counted in this class. Its total edition, including the Sunday issue, is the second largest in the United States.

**WANTS AND FOR SALE.**

Advertisements under this head 25 cents a line

**WANTED.**

**AN EXPERIENCED NEWSPAPER MAN,** now in charge of leading class journal, is open to offers from reliable publishers. First-class man in editorial or business departments. Five years night editor of morning daily. Editorial position preferred. Advertising literature a specialty. Address "RELIABLE," care **PRINTERS' INK.**

**BUSINESS OPENING.**—A practical man, with not less than \$5,000 to invest, can secure interest in trade journal occupying extensive field without competition, and also prosperous printing business, where his services could be utilized to advantage. Offer made to secure an active partner. Splendid opportunity for right party. Address "S. L. W.," **PRINTERS' INK.**

**A GOOD ALL-ROUND PRINTER** can have a permanent situation and prompt cash pay in the **ARGUS AND PATRIOT** office, Montpelier, Vt. Write at once, stating habits, experience, qualifications, and minimum rate of wages at the start. Would rather pay a really good printer a liberal price than a poor one a low rate, but want him to be worth the money. Good habits and reliability important. Address **HIRAM ATKINS,** Montpelier, Vt.

**FOR SALE.**

**MARYLAND FARMER,** Baltimore, Md. Easy terms. Rare opportunity.

**FOR SALE,** or Exchange for Type—28 x 42 Cylinder Press. Price \$400, if sold quickly. **C. H. COCHRANE,** Salem, Mass.

**FOR SALE**—A  $\frac{1}{4}$  interest in a good Republican Newspaper in Northern Iowa. Address, for terms, etc., **WILLIS HALLOCK,** Algona, Iowa.

**FOR SALE**—Independent Weekly in Northwestern town. Good single man and "devil" can run it successfully. Cash wanted. Address "SUN-WAVE," Clearwater, Minn.

**FOR SALE**—An Independent Weekly, in a growing town of 3,000. Well equipped job office in connection. Write for full particulars and price to "INDEPENDENT," **PRINTERS' INK.**

**FOR SALE**—Established Daily and Weekly Newspaper in an enterprising, growing Southern city of 12,000 inhabitants. Price, \$1,000. For full particulars, address "E.," Box 701, Brockton, Mass.

**FOR SALE**—Following Newspaper Offices: \$500.00 Republican Daily in Western city; \$350.00 Republican Daily in Iowa; \$5,500.00 Republican Daily in Illinois; \$10,000 Democratic Daily in Illinois. **MIZE BROS.,** 149 La Salle St., Chicago, Ill.

**IF YOU** want to sell your Newspaper or Job Office, a Press or a Font of Type, tell the story in twenty-three words and send it, with a dollar bill, to the office of **PRINTERS' INK.** If you will sell cheap enough, a single insertion of the announcement will generally secure a customer.

**CHANCE OF A LIFETIME.**—\$12,500 will buy an Evening Paper—guaranteed circulation 2,000—in live Western city, growing rapidly; census population, 24,000. Paper is eight pages; complete new outfit, including 1,200 pounds brevier-body type, used but six weeks; mailing machines, etc.; new offices. Daily, 8; weekly, 10 years old. Associated Press franchise. No competition within 150 miles. Present owner has other distant investments demanding attention. This is a genuine bargain; must be taken quick. Half cash, balance easy terms. Address, with references, **S. J. SMITH,** 79 Davis Street, Evanston, Ill.

## PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS,  
Office: No. 20 Spruce St., New York.

Issued every Wednesday. Subscription Price: Two Dollars a year in advance; single copies, Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, agate measure, 25 cents a line; \$50 a page; one-half page, \$25; one-fourth page, \$12.50. First or Last Page, \$100. Second Page, next to the Last Page, or Page first following reading matter, \$75. Double-column advertisements, occupying less than half a page, charged double price. Special Notices, two lines or more, charged at 25 cents a line. Advertisements must be handed in one week before the day of publication.

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NEW YORK, JULY 16, 1890.

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A CURIOUS offer to subscribers is made by the *Journal*, of Albany, N.Y. In an editorial announcement it agrees to send the paper "to any address during the life of the subscriber" for \$10.

JOHN W. CHILDRESS, president of the company which publishes the Nashville (Tenn.) *American*, sends a communication to this paper in reply to the letter from A. L. Landis, Jr., business manager of the Nashville *Banner*, which was published in PRINTERS' INK of June 11. Mr. Childress states that "the *American* exceeds the *Banner* in circulation in the State at large and in Middle Tennessee, and for the city of Nashville the issues of the two are about the same." He also says that during the past twelve months the *American's* circulation has never failed to exceed 7,500, at times running as high as 9,000.

THERE are a few men in the advertising business who seem to have the idea that the knowledge they have gained during their experience must be guarded as jealously as though it were a Chinese secret. They forget that the policy of the clam, while no doubt very commendable under some circumstances, is not the one that generally characterizes men of ideas. It is as impossible for the advertising expert to lose anything by discussing advertising topics with his less experienced brother as it is for a college graduate to impart to a friend in a half-hour's conversation the knowledge and training he has acquired in his four years' course. It is an old truism that each man must learn for himself.

A COUNTRY shoe dealer, who advertises in the local papers a special bargain sale in shoes, at which a "first-class calf shoe" will be sold for \$1.50, concludes his advertisement with the unique postscript: "Gentlemen with large feet specially invited to this sale."

THE French post-office department is reported to be examining a new and original system for distributing newspapers through the mails. Every publication is to provide the central post-office with the list of its subscribers, and every number is to be sent to the subscribers without wrappers or printed address.

"WHENEVER a newspaper directs the attention of its readers to a new advertisement," says the *Lawrenceburg (Ind.) Press*, "it is an acknowledgment that the advertisement is not sufficiently attractive to catch the public eye and serve the purpose for which it was intended. Directing attention to an advertisement is a good deal like hanging out a big sign and then putting up a small sign telling you to look at the big one."

GEORGE R. KENNEDY, advertisement writer for Barnard, Sumner & Co., of Worcester, Mass., contributes to this issue of PRINTERS' INK an article expressing his views on the subject of dry-goods advertising. As Mr. Kennedy says, the subject is a broad one, and it is quite possible that others in the same line of business will not be able to agree with him in all of his conclusions. However, the columns of PRINTERS' INK are open to any one who has anything worth saying on the subject of advertising, and Mr. Kennedy has introduced a topic which may be profitably discussed.

IN the course of an article entitled "The Proper Basis," published in these columns a month ago, the effort was made to show that much of the dissatisfaction existing among newspaper publishers over the rates paid by advertisers and agents was due to the fact that the publishers expected too large a proportion of their income from advertising and too little from subscriptions. The attempt has been made on the part of certain contemporaries to draw absurd and altogether unwarranted conclusions from this article; and it is, therefore, all the more refreshing to find a newspaper of so good standing as the *Milwaukee Evening*

*Wisconsin* reiterating the sentiments then expressed. This journal, in the course of a sensible editorial entitled "Some Newspaper Talk," says: "By the cards of rates of 99 out of 100 average newspapers, the readers pay too little and the advertisers too much towards the expense of publication." In support of this theory the following facts are adduced: "There are two sources of revenue for a newspaper. The great newspapers of London derive about two-fifths of their income from the readers and three-fifths from the advertisers—the proportions changing but little under varying circumstances." The *Evening Wisconsin* also recognizes the variableness in price of newspaper space, and asserts that, while the subscription price remains uniform, the "rate for advertising is variable, except with two or three dozen newspapers."

#### PUBLISHER AND ADVERTISER.

Editor of PRINTERS' INK:

A Western advertising journal sets forth this proposition: "We make our money from the advertiser—it therefore is to him that we owe our best endeavors." A great many newspaper men entertain the same idea, and in their eagerness to please the advertiser lose sight of the fact that usually he has not the slightest interest in the welfare of the newspaper to which he gives his patronage. He advertises in order to call the attention of the public to his wares. This is his sole object. The paper which has the greatest number of readers will receive the greatest attention from the advertiser; therefore the subscriber is, or should be, the first consideration of the publisher. To please the greatest number of readers, it is necessary to make the paper indispensable to the family, to the business man, the banker, broker and the merchant. The publisher who, because he can secure good prices by so doing, inserts objectionable advertisements—sometimes placing announcements upside down or in poster type and ugly cuts—trespasses on the good nature of his readers, who, after all, are the mainstay of his paper. The talk about owing all to the advertiser is sheer nonsense. The publisher owes all to the reading public, and his best endeavor should be to meet the wants of that constituency. When he does that, the advertiser will come to him; and when he does not, the advertiser will very quickly turn his back on him, and the publisher will deserve such treatment.

PUBLISHER.

No one disputes that it is the reader rather than the advertiser for whom the paper is made. At the same time it has come to pass, owing to the peculiarly complicated conditions under which all business is done nowadays, that it is the advertiser rather than the reader who pays for the making of the paper. People read a paper because it contains something they want, and

other people contribute to its support for the privilege of placing their wares before its readers. Discussing which class the publisher is most indebted to is about as a profitable as chasing a coon around a tree. The advertisers come because the readers are there, and the readers come because they like the paper. It is obvious, therefore, that the publisher is no more indebted to one class than the other. Neither advertiser nor reader acts from motives of philanthropy. The writer of the above letter is only half right in contending that the newspaper publisher should consider the needs of the reading public and ignore the advertiser. In the first place, such a policy is only open to a strongly established paper; and no matter how strong it may be, it is certain to lose a great deal of money, in the long run, if it steadily refuses to conform to the standard established by the majority of papers. The *New York Sun* at one time did not admit display type to its columns; but finding that it was missing much profitable business by so doing, the obnoxious rule was abolished. There are enough good mediums in the country that an advertiser can use to advantage without being compelled to beg for space in any particular paper that interposes as many obstacles as possible to a satisfactory transaction. As Artemas Ward, advertising manager for Sapolio, recently remarked in these columns, "Friction is what impedes business." Certainly the reading public should be considered and their literary tastes catered to; that is what the editor is supposed to be hired for. But it is to the publisher's interest to see that his advertising patrons—to whom he must look for the great proportion of his direct income—are also pleased. It is generally the case that the man who in public is the most strenuous in advocating the theory that the advertiser should be kept under, is in private quite as eager as the next man to get a share in the dividends which come out of the advertiser's pocket. It should be said, in justice to the publisher whose letter has formed the text for these remarks, that he adheres to his principles in the case of his own paper, and apparently with success. But whether he would not find his business still more profitable were he to adopt the policy followed by papers of equally high standing, is a matter of opinion.—Ed. PRINTERS' INK.

AN ENGLISH VIEW OF THE  
FOREIGN PRESS.

(CONCLUDED.)

"The censorship of the press is probably a more rigorous institution to-day in Russia than it ever was in the earlier days of any other European country. There is only one newspaper that is practically free from its tyranny, and that is the *Moscow Gazette*. The reason for its immunity was the influence which M. Katkoff, the editor (who died two years ago), had over the Czar. The *Moscow Gazette*, however, never achieved the eminence that the leading journal in England has always held and continues to maintain. There has not been much headway made in the matter of newspaper enterprise in the dominions of the Czar of All the Russias, if we take the most recent official list of papers published there. In St. Petersburg there are four daily papers, two weekly, and one published twice a week; in Moscow there are four dailies; in Odessa three; in Warsaw, four; and Archangel, Cracow, Reval, Riga, Saratow and Smolensk have each a daily journal. Of course, there are other newspapers in Russia, amounting in the aggregate probably to nearly 300, but this epitome may be taken as representing the principal papers in the country.

"Italian journalism was inaugurated by the establishment of the *Diario de Roma*, which, although dating only from 1716, may lay claim to have been the patriarch of the Italian press. It lasted for nearly a century and a half. A rigid censorship existed in Italy until far into the present century. The principal newspapers now published in Rome are *Il Fanfulla*, *Osservatore Romano*, *Opinione* (which in many respects is the leading journal of Italy), *Voce della Verita*, *La Liberta*, *L'Italie*, *Popolo Romano* and *Capitan Fracasse*. These are all daily papers, and there are likewise daily publications in Turin (5), Venice (4), Naples, Milan and Genoa (3), Florence and Palermo (2), Bologna, Brescia, Leghorn, Messina and Parma (1).

"Important as the place is that Spain holds in the literature of Europe, it is only within a comparatively recent period that its newspaper press has shown any great activity. Since the cessation of civil disturbances and the acceptance of something like a settled Government, newspaper enter-

prise has been permitted to develop, and in recent years there have sprung into existence many Spanish papers worthy to rank with the leading papers of other capitals.

"Belgium has vied with France in the rapid development of its newspapers, the first of which is supposed to have appeared in 1605. Now the list of influential daily and weekly journals in Belgium is a very imposing one. In Brussels alone—that miniature Paris, which charms some travelers more than the original—there are about a dozen daily papers. Some of them should be named. They are the *Independence Belge*, the *Etoile Belge*, the *Courrier de Bruxelles*, the *Journal de Bruxelles*, *Le Nord*, etc. In Antwerp, Alort, Charleroi, Ghent, Hasselt, Liege, Louvain, Mons, Namur and Verviers there are daily journals, while the total number of Belgian newspapers that warrant inclusion in our summary as being distinctly representative and wielding powerful influence is nearly 150.

"Denmark, Sweden, Norway, Holland, Greece, Portugal, Turkey, Roumania, Servia, etc., are all now furnished with their native daily newspapers. Holland has a lengthy list of papers, which in their particular spheres exercise an influence upon internal affairs. Turkey owed to the French the introduction of the newspaper in 1795, and thirty years later another Frenchman established the *Spectateur de l'Orient* at Smyrna. There are published in the land of the Crescent about 150 respectably conducted newspapers.

"The journalistic activity of America is characteristic of the people. It is distinctly 'go-ahead,' and presents many features which are absent from the newspaper enterprises of this country, although in what has been called the 'new journalism' we see energetic, if not always well-considered, attempts being put forth to rival the sensationalism of the American press. From the English advertiser's point of view, however, the extraordinary and far-extending operations of the transatlantic press are of little avail, for, although the Yankee advertiser finds no hostile tariffs here to prevent the fullest vending of his wares, whether they be articles of every-day use or health-imparting nostrums, the American market is practically closed against the great advertisers of England. It is not nec-

essary to discuss here the political question involved in this matter. What we are most concerned with is the injustice of the thing, which not only prejudices the advertising trader on this side of the ocean, but deprives the newspaper proprietors of the American continent of an immense revenue. The field represented by these journals is of such vast extent and variety that the British advertiser may be excused if he looks with earnest anticipation for the arrival of the time when it will be as free to him as the English field is to the American."

### CATCHING A CUSTOMER.

"The cost of catching one new customer for any branch of goods varies greatly," says the *Dry Goods Chronicle*. "It is conceded that the proprietors of Pears' Soap, Sapolio and such articles expend from four to five times the gross amount of the first sale in order to effect it. An outlay of \$1 to sell 20c. worth of soap to a new family is not unusual, nor is it unprofitable if the customer is held. The cost of securing new stores to handle such goods is greater just as the result when attained is relatively more valuable.

"Sixty millions of people—divided by seven makes about 8,500,000 families—these again are supplied with every necessary of life by an average of one store to fifty families. We refer to stores where everything, from a needle to a wagon, is sold. Urban and rural divisions of population again alter the case. One quarter of the people of the United States live in cities—the remaining three quarters on farms or in the open country. So the cities are supplied by about 100,000 groceries, and the country by about 150,000 general stores. Is not the shortest road to the great public through the lesser factor—the store at which it deals? Not alone are the supplies drawn from the country store—it is a store house of opinions, a bureau of information; in it the post-office is located, and the storekeeper himself is the leading man of the town. What a genius he is! He trades for cash, or for credit, or for barter. He draws his stock from the great cities, and is in turn a large shipper of produce, cotton, wool, butter, eggs, dried fruits, hides and countless oddities from fish sounds to gin-

seng, to the city markets. He is a town burgess, director in the bank, and at church at least choir leader, if he is not superintendent of the Sunday school. His fame is generally known and his advice eagerly sought through the country. If he indorses anything—it goes.

"There is such a thing as a trade press, but three quarters of them are mere advertising sheets, filled with puffs and long-winded market reports of no earthly value to the retail dealer, and besides have little circulation other than among their advertisers. Select a trade journal of character and standing that reaches the trade. Talk direct in it, word your advertisement to the point. Show dealers the advantage and profit in handling your goods and they will buy from you."

### SOME CATCHY ADVERTISING.

In the class of general advertisements which have been appearing in newspapers throughout the country for some time past, those which have come from the establishment of James Pyle & Sons have stood forth conspicuous for originality, quaintness and merit. A fairly representative design in this series is given here:



This with the catch-line, "A-head of everything," and followed by a few lines setting forth the merits of Pearl Line in plain, readable type, makes an advertisement which will hardly escape any reader of the paper. Every one glances at such an advertisement, most people will examine it carefully, and many will carry away a distinct impression which should result in great benefit to the advertiser.

## RELIGIOUS PAPERS AS ADVERTISING MEDIUMS.

In these days, when so many papers demand the attention of the advertiser, it is little wonder that he is often seriously puzzled as to the best and cheapest mediums to use.

In the last decade few class papers, if any, have made greater strides in public favor than the religious, and as they demand higher rate for advertising space than the secular papers the question naturally arises, "Are they worth it?"

We answer emphatically, yes; and briefly point out a few reasons why.

It is not every advertisement their columns are open to, and being restricted not only to quality but often to quantity, those that do appear have a much better display than in either the local or metropolitan weekly; and with better paper, ink and press work, as a rule, the advertising columns are more attractive and offer the best inducements for using illustrations.

On account of the censorship exercised many advertisements are rejected on account of their fraudulent or indelicate character, more weight is attached to those inserted, and gives to the advertiser a standing of respectability and reliability.

The subscription price—rarely less than \$1.50 per annum—guarantees a circulation in the best homes, and among people who have money to spend. The bulk of the reading matter is of such a character that they are just as interesting in two or three weeks as the day they are issued, and not infrequently pass through many families before being destroyed. They receive special and often undivided attention on Sunday, when all have more leisure than on any other day in the week; just the time an attractive advertisement can be carefully noted, although, possibly, many would not care to plead guilty of reading the advertisements on that day. Being essentially home papers, they are read carefully by the women, and women are the greatest readers of advertisements.

Canadian advertisers have been slow to appreciate these mediums, principally, we think, on account of this question of higher rates; but we feel confident, after comparing results with many advertisers on this question, they will find these papers worthy of liberal support.—*Money Maker.*

Low Estimates.  
Careful Service.  
Reliable Dealing.

DODD'S Advg Agency, Boston  
265 Wash'n St.

## TO ADVERTISERS!

The undersigned will be at liberty AUGUST 1.  
Parties desiring an efficient

Advertising Manager and an Advertising Writer,

please address CON. ANNIS, care of PRINTERS' INK. Ten years' experience.

## BELT DRESSING

AND

### Leather Preservative.

Warranted to give satisfaction. It absolutely prevents a belt from slipping. Thoroughly preserves the leather and protects the elasticity of the belt. It will pay you to send for circular.

JOS. DIXON CRUCIBLE CO.,  
Jersey City, N. J.

## A NEW HANDY BINDER —FOR— PRINTERS' INK.

Opens flat, like a book, and when file is completed there is no need of rebinding.

Made in cloth-covered boards, with title stamped in gilt. Sent, post paid, on receipt of 60 cts. Address the publishers,

GEO. F. ROWELL & CO., 10 Spruce St., N. Y.

"COMFORT" is more sought for in hot than in cold weather. Subscriptions pouring in. Over 200,000 circulation now, but "COMFORT" will reach a HALF MILLION new readers in the fall.

Secure space NOW, while it is cheap. Rates advance September 1st.

Address THE GANNETT & MORSE CONCERN, Augusta, Me.



### UNLIKE ICE,

The circulation of "COMFORT" will not melt away in hot weather.

# AMERICAN BOOK COMPANY, Incorp'd.

THE AMERICAN BOOK COMPANY is an incorporated stock company, whose sole and exclusive business is the manufacture and sale of School and College Text-Books, Maps and Charts. Its principal places of business are New York, Cincinnati and Chicago.

It has purchased and is the absolute owner of the school book publications heretofore issued by D. Appleton & Co., A. S. Barnes & Co., Harper & Brothers, Ivison, Blakeman & Co., and Van Antwerp, Bragg & Co., and it engages faithfully to carry out all contracts made by these firms for the publication and supply of their respective text-books.

Among the advantages of this company over every other method of association, are the following:

**First.** The American Book Company is not a trust, or trustee, for other parties, but is the absolute owner of all its publications, accountable only to its authors and to the public.

**Second.** The union of these varied interests under one ownership will reduce the price of school-books, by enabling the publisher to manufacture them at less cost and to deal more directly with the consumer.

**Third.** It brings the market much nearer than ever before to the people of the whole country, there being several chief distributing centers on an equal footing as regards discounts.

**Fourth.** It brings to the service of the company and the public the best trained ability in every branch of school-book making, and all the special skill which experience has developed in the management of the business.

**Fifth.** It secures to the local trade and to school boards a saving of time and

The American Book Company desires to

summers of its books and to give them the benefit of the lowest possible prices. To this end,

**I.** It offers to send its books to any address in the United States free of charge for postage or express on receipt of the wholesale list price.

**II.** It will contract directly with the country to supply text-books for a term of guaranty with satisfactory bond that if at any future time the company's prices shall be reduced, a corresponding reduction shall

NEW YORK, CINCINNATI,  
CHICAGO, July 1, 1890.

trouble in ordering and receiving supplies and a material reduction in the cost of transportation, as all the various books of the company may now be obtained from one source.

**Sixth.** It offers a great variety of text-books in each department of school work, from which teachers and school officials may more easily and without opposition make selections to meet all possible requirements of the school or college course.

**Seventh.** It will operate to do away with the annoying and frequent changes of books in use by removing to a large extent the agitation and friction which has hitherto existed.

**Eighth.** It will tend to place the competition for the favor of American schools solely on the ground of merit and actual service, and to this end the company invites the open and honorable competition of all houses engaged in the business of school-book publication.

establish close relation with the actual consumers of the lowest possible prices. To this end, it offers to send its books to any address in the United States free of charge for postage or express on receipt of the wholesale list price.

**Boards of Education** in any part of the country at reduced prices, and will give any future time the company's prices shall be made in all existing contracts.

## American Book Company.

## NEWSPAPER A BOOK —OF— ADVERTISING 256 Pages, Contains:

DAILY NEWSPAPERS IN NEW YORK CITY, with Advertising Rates.

DAILY NEWSPAPERS IN CITIES OF more than 150,000 population.

DAILY NEWSPAPERS IN CITIES OF more than 25,000 population.

THE BEST LIST OF LOCAL NEWSPAPERS, covering every town of over 5,000 population and every important county seat.

ONE NEWSPAPER IN A STATE: the best one for an advertiser.

STATE COMBINATIONS IN WHICH advertisements are inserted at half price.

A SMALL LIST TO ADVERTISE EVERY section of the country: a choice selection, made with great care, guided by long experience.

LARGEST CIRCULATIONS. A COMPLETE list of all papers issuing regularly more than 25,000 copies.

NINE BARGAINS IN ADVERTISING FOR experimenters.

BARGAINS IN ADVERTISING IN DAILY Newspapers in many cities and towns; offers peculiar inducements to some advertisers.

CLASS JOURNALS. AN EXTENSIVE list of the very best.

6,692 VILLAGE NEWSPAPERS—more than one-half of all the American Weeklies—in which advertisements are inserted for \$46.83 a line and appear in the whole lot.

Book sent to any address for

THIRTY CENTS.



## American Newspaper Directory

FOR

# 1890.

Twenty-second Annual Volume.

Fourteen Hundred and Fifty-two Pages. Price, FIVE DOLLARS.

This work is the source of information on Statistics of Newspapers in the United States and Canada.

Advertisers, Advertising Agents, Editors, Politicians and the Departments of the Government rely upon its statements as the recognized authority.

It gives a brief description of each place in which newspapers are published, stating name of county, population of place, etc., etc.

It gives the names of all newspapers and other Periodicals.

It gives the Politics, Religion, Class or Characteristics.

It gives the Days of Issue.

It gives the Editor's name.

It gives the Publisher's name.

It gives the Size of the Paper.

It gives the Subscription Price.

It gives the Date of Establishment.

It gives the Circulation.

It gives the Names of all Papers in each County, and also shows the geographical section of the State the County is located in.

It also contains many valuable Tables and Classifications.

Sent to any address on receipt of price, by  
**GEO. P. ROWELL & CO.,**  
PUBLISHERS,  
(Newspaper Advertising Bureau),  
10 Spruce St., New York.





SWORN CIRCULATION  
OF THE  
**Pennsylvania Grit**

WILLIAMSPORT, Pa., July 2, 1890.

LYCOMING COUNTY, }  
STATE OF PENNSYLVANIA, } ss:

Personally appeared, Fred M. Lamade, who being duly sworn according to law, says that he is the Manager of Circulation of PENNSYLVANIA GRIT, and that the total number of copies of GRIT printed and circulated for the past thirteen weeks, from April 6, 1890, to June 29, 1890, inclusive, was Six Hundred and Fifty Thousand, Two Hundred and Sixty five (650,265), an average of over Fifty Thousand and Twenty (50,023) for each issue, as follows:

April 6.....	43,532	June 1.....	50,086
" 13.....	57,853	" 8.....	50,057
" 20.....	48,398	" 15.....	50,106
" 27.....	48,043	" 22.....	50,044
May 4.....	46,967	" 29.....	56,161
" 11.....	47,576		
" 18.....	48,431	Total for 13 weeks..	<b>650,265</b>
" 25.....	50,471	Average " " ..	<b>50,020</b>

FRED. M. LAMADE.

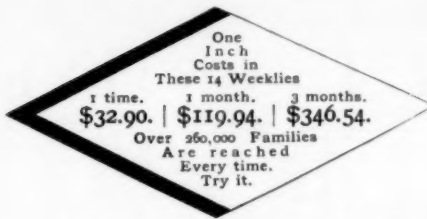
Sworn and subscribed before me, this second day of July,  
A.D. 1890.

Wm. C. King,  
Clerk Orphan Court.

**A. FRANK RICHARDSON,**  
13, 14 & 15 Tribune Building,  
NEW YORK.

317 Chamber of Commerce,  
CHICAGO.





Are not religious people the class who have homes? Are not they the thrifty and provident people of your locality? Do not their habits of life require that they should have the comforts and luxuries of life?

ARE NOT THEY THE PEOPLE YOU WANT  
TO SEE YOUR ADVERTISEMENT ?

Through one paper we can let you speak to more religious people for less money, and without competition in its special field, than you can secure by any other means. A national circulation of 149,500 copies weekly to paid yearly subscribers.

Through our other papers all the Protestant denominations can be reached. In short, no general advertiser can be well served in Pennsylvania, New Jersey, Delaware and Maryland, unless these papers are on the list.

We shall be pleased to give you further information.

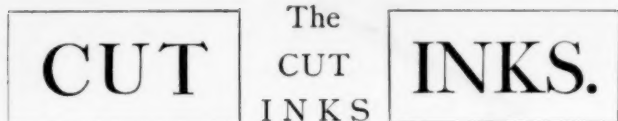
The  
Religious Press  
Association,  
Chestnut & Tenth Sts.,  
PHILADELPHIA, PA.  
(Mutual Life Building.)

Sunday School Times.  
PHILADELPHIA.

Presbyterian.  
Lutheran Observer.  
National Baptist.  
Christian Standard.  
Presbyterian Journal.  
Ref'd Church Messenger  
Episcopal Recorder.  
Christian Instructor.  
Christian Statesman.  
Christian Recorder.  
Lutheran.

BALTIMORE.  
Baltimore Baptist.  
Episcopal Methodist.

One  
Price  
Advertising  
Without Duplication  
Of Circulation  
HOME 14 BEST  
JOURNALS WEEKLIES  
Every Week  
Over 250,000 Copies  
Religious Press  
Association  
Phila



Manufactured by the

---

W. D. Wilson Printing Ink Co., L't'd.,

---

OF NEW YORK,

are, without exception, the finest in the market.

---

For printed specimens, see the New York *Clipper*, printed with our 25-cent Ink; New York *Life*, printed with our Fine Cut Ink, and D. Appleton & Co.'s publications, printed with our Extra Fine Coated Paper Cut Ink.

---

This house allows larger Discounts for Cash than any other one in the business.

We are trying to secure the Cash-paying trade.

Write for Special Prices and Discounts.

ADDRESS



W. D. Wilson Printing Ink Co. (L't'd.),

140 WILLIAM STREET,

NEW YORK.

# THE HOUSEWIFE

Handsomely Illustrated and Devoted to



Fiction,  
Fashion,  
Flowers,  
Fancy Work,  
Home Decoration,  
Art Needlework,  
Stamping,  
Painting,  
Designing,  
Cooking,  
Housekeeping;  
in short, everything per-  
taining to  
Woman's Work and  
Woman's Pleasure.

## THE HOUSEWIFE

Subscription List, owing to very liberal advertising, will soon reach the 200,000 mark. Line rate will then be advanced to \$1.00. Send in your orders now and get the benefit of the present low scale of prices.

**PRESENT ADVERTISING RATES.**—Ordinary displayed advertisements, 80 cents per agate line.

**DISCOUNTS.**—3 months, or 100 lines, 5 per cent.; 6 months, or 200 lines, 10 per cent.; 12 months, or 300 lines, 20 per cent.

**COVER RATES.**— $\frac{1}{4}$  page (170 lines), \$100.00;  $\frac{1}{2}$  page (340 lines), \$175.00; 1 full page (680 lines) \$300.00.

**COVER DISCOUNTS.**—3 mos., 5 per cent.; 6 mos., 10 per cent.; 12 mos., 20 per cent. Bills payable monthly. Cash with order from advertisers unknown to us.

HOUSEWIFE PUBLISHING CO., 111 Nassau St., New York, N. Y.

Advertisements accepted through any responsible Advertising Agency.

## Miscellanies.



## HE COULD SOLILOQUIZE.

Mr. G. Ranger—Say, Mr. Editor, I got a story I guess'll make a sensation in yure paper.

Mr. Whitelaw Jones—What is it?

Mr. G. Ranger—Wa-al, new; it's a purty long one.

Mr. Whitelaw Jones.—Take your own time.

Mr. G. Ranger—Thank ye, I will. Bill Simmon's calf—

Mr. Whitelaw Jones—Take your own time, I said; don't take mine, I'm busy.—*Puck*.

The New York *World* speaks of "heirs to pain." Our obituary editor has no heirs to pain. No great loss without some small gain.—*Troy (N. Y.) Press*.

Twitter—The woman who edits the *Woman's Magazine* is an old cat.

Flitter—Hen, you mean. She is always laying something before her readers.—*Town Topics*.

Great Borrowers.—New Proprietor: See here, Slick, when I bought out your paper you guaranteed a circulation of 6,000 copies. All I could dispose of this week was 1,000.

Ex-Proprietor—Well, the people here in this town are great borrowers, and I figured that one copy served for about six families.—*Union Printer*.

Office of an Illustrated Weekly.—Editor (sharply to Sub)—Mr. Shears, I see you have used an old cut to illustrate that murder story; how do you explain that, sir? The circumstances are widely different.

Sub Editor (with humility)—Yes, sir; you see the time was so short, and that was such a beautiful cut, I—I merely altered my facts, sir.—*American Grocer*.

Angry Caller (at newspaper office)—Say, I want that little ad. I gave two days ago: "Wanted, an electric battery in good working order" taken out.

Advertising Clerk—What is the matter? Didn't we give it the right location?

Angry Caller—Location be dashed! The blamed ad. overdid the business. My house was struck by lightning last night!—*Chicago Tribune*.

It Pays to Advertise.—The City Council of the City of Mexico has decided that the workmen on the streets of the city must wear pants.—*Washington Post*.

Hadn't Contracted the Habit.—"Now tell the truth, Bob."

"I can't; I work on a paper that publishes its circulation."—*Artist Printer*.

"Did you say your son was one of the directors in a newspaper corporation?"

"Yes; he directs all the wrappers for the city subscribers."—*Ex*.

A Southern poet committed suicide because a poem was refused by a local paper. Now, let the rest of the poets follow suit.—*Peck's Sun*.

This is the season of the year when the average country editor begins to arrive at a conclusion as to which he will do—viast Europe or take a couple of meals on a palace hotel dining car.—*Whitewater Herald*.

Willing to Pay Damages.—Stranger: Sir, your paper to-day contained a libelous statement in regard to me.

Editor—All right, sir; you can obtain six cents damage by making the proper application at the business office.—*Ex*.

Let us Soap So.—Jack: I see by the papers that Cleopatra's ashes have been discovered.

Harry—Well, even if they have, of what use will they be?

Jack—The newspapers can make lots of lye out of them.—*Town Topics*.

Group of Jokes (knocking at door of Humorist's sanctum)—Let us in.

Humorist (eagerly)—Who are you?

Chorus—We are jokes about the rise in the price of ice.

Humorist (fiercely)—Go away, go away! That's no joke; it's a crime!—*Puck*.

And no Wonder.—Here I've been sitting all morning trying to write some jokes, said Funniman, and I can tell you I'm tired.

"How many jokes did you write?" inquired Parker.

"Not one; that's what makes me so tired." *Light*.

Landlady—Poets are such nice gentlemen.

Mrs. Practicall—But they never pay.

Landlady—I know; but when I left a note for Mr. Springhedge asking for an advance he answered me with a beautiful ode.

Mrs. Practicall—Yes, and you will be owed more beautifully yet before he gets through with you.—*Town Topics*.

Officer—You are my prisoner, sir.

Smartle (who lives by his wits)—Eh? On what charge?

"Using the mails for fraudulent purposes. You have been advertising counterfeit money for sale."

"I haven't. I advertised 'green goods.'"

"It's all the same."

"But I have no counterfeit money—never did have. When fools send me the cash for the 'green goods' which I advertise, I don't send them counterfeit greenbacks. I send them green calico."

"Well, if that isn't a fraud I'd like to know what is. Come along."—*New York Weekly*.